

County of Loudoun
Department of Planning
MEMORANDUM

DATE: February 27, 2006

TO: Loudoun County Planning Commission

FROM: Cindy Keegan, AICP, Project Manager
CPAM 2005-0007, Arcola Area/Route 50
Comprehensive Plan Amendment

**SUBJECT: CPAM 2005-0007, Arcola Area/ Route 50 Comprehensive Plan
Amendment**

BACKGROUND

The Route 50 Comprehensive Plan Amendment (CPAM) is one of several steps undertaken to implement the recommendations of the Route 50 Task Force. The Task Force report, published in July 2005, recommended several tools be put in place to facilitate a change in the Route 50 corridor land use pattern, to elevate the level of architectural design quality, to improve the transportation network and to create a tourism gateway. Changes to the Zoning Ordinance standards for the CLI (Commercial Light Industrial) Zoning District and the creation of a mixed-use business district are key regulatory changes. These are being preceded by an amendment to the Revised General Plan that translates the Route 50 Task Force recommendations into policies that offer direction to Ordinance changes and other actions (Attachment 1).

The work of translating the Task Force recommendations to policy includes an analysis of the existing conditions and the build-out potential of the proposed land use changes (Attachment 2 and Attachment 3).

A retail market study is also being conducted and will be completed by early March. The purpose of the study is to define various retail categories, including lifestyle retail, and to determine realistic market demand and absorption rate based on current and potential Dulles South development scenarios.

Finally, public comment has been received on the Plan amendment and is attached (Attachment 4).

KEY POLICY DIRECTION

Policies are intended to reflect the objectives of the Route 50 Task Force and generally can be divided into 3 areas.

Increased retail development in the Business and Industrial Community. Retail development is perceived as means of taking advantage of tourism opportunities, providing landowners with additional development opportunities, and creating a more attractive, boulevard. A Destination Retail area is added to the land use mix on the north side of Route 50 near the Loudoun County Parkway. This replaces the Corridor Retail Center designation currently in the Retail Plan and increases the opportunity for significant “big box” or “category killer” retail activity.

Increased residential development. Added residential development in the Business Community further changes the character of the corridor. Standards would permit 100% residential projects.

Revitalization of Arcola and creation of a village transition area. Redefining the Arcola Village as a mixed-use community with residential opportunity outside the 65 Ldn is intended to revitalize Arcola.

ISSUES

The following issues are presented as part of staff’s analysis of the proposed change in land use.

Washington Dulles Airport. The County has maintained a strong policy of protecting the Washington Dulles Airport. This policy has been reinforced with Ordinance regulations and maintaining an industrial land use designation around the airport to attract airport-related and airport-compatible development. The proposed policies introduce more housing underneath the flight paths of Dulles. Even though new housing will continue to stay outside the Ldn 65 airport noise contours, additional housing will increase the potential for conflicts.

Transportation. The proposed land use changes, specifically additional residential and regional retail opportunities, may add to both total daily trips and peak hour congestion. New residential development, for example, will likely be traveling in the same direction as current traffic. An analysis of the transportation impacts has been initiated with the update of the Countywide Transportation Plan (CTP) but will not be completed until 2007.

Fiscal impact. The proposed land use changes will increase the residential potential in the Route 50 Business Community area from approximately 3,000 units to 6,600 units. This will generate a capital facilities need of approximately \$101,123,046, depending on the type of units. The total fiscal demand would also include operational costs that are typically much higher than just capital costs.

Economic impact. Increasing retail development will have two conflicting impacts on the County. While tax revenues may be higher with retail uses, the type of employment does not generate the incomes or provide the security that can afford to live in the County.

RECOMMENDATION

The draft policies implement the land use objectives of the Route 50 Task Force Report. Staff recommends that the Commission forward the draft policies to a Committee of the Whole to review the issues listed above, review the policy language, and set a date for public hearing.

- Attachment 1: Draft Policies
- Attachment 2: Existing Conditions Paper
- Attachment 3: Build-out Analysis Paper
- Attachment 4: Public Comment